



LIVE AT HOME

# CONSUMERS' GUIDE

DECEMBER 16, 1940



STOCKINGS



MILK



BREAD



FOOD SUPPLY

# CONSUMERS' GUIDE

DECEMBER 16, 1940 VOLUME VII, No. 6

A Publication of the  
Department of Agriculture  
Washington, D. C.

Issued monthly from June through  
September; Semi-monthly from  
October through May

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**IF YOU** were handed a quart of nickel milk and told that it was a modern invention designed to contribute to the health and well-being of America you would probably look at it and fail to see anything unusual about it. If you tasted it, you would find it tasted like the milk you ordinarily drink. That would be natural because nickel milk is milk of the same quality that is ordinarily sold in Boston, Chicago, New Orleans, and Washington, D. C. The same sanitary precautions that are taken in the processing of ordinary milk are taken with nickel milk. After learning that, you would want to know what makes nickel milk an invention if it is just plain ordinary everyday milk.

The answer is that it sells for a nickel a quart. That's special, extra-special, because it sells for a price which families, getting their incomes from public relief agencies and the WPA, can afford to pay.

## THE INVENTION IS IN THE NICKEL.

The machinery of nickel milk is a simple working arrangement between the dairy producers and the milk distributors in a milk shed, public welfare agencies, WPA, and the Surplus Marketing Administration of the Department of Agriculture.

In the 4 cities where nickel milk is sold—all of them are cities where producer prices for milk are regulated by the Federal Government—dairy producers supply milk to the nickel milk program at a price that is less than that charged for milk sold regularly, but higher than the price for milk which is used in manufacturing dairy products. Milk distributors contract to pasteurize this milk, cool it, bottle it, and deliver it for use by relief families. The Board of Public Welfare certifies the families that are eligible to buy the milk, and specifies the maximum amount of milk each family is permitted to buy; these are families receiving or eligible to receive public assistance.

Offer an invention to someone and the first thing he wants to know is, does the invention work? Do families buy more milk if they can get it at this low price? The Bureau of Home Economics has gone in search of the answer to that question in Washington, D. C.

WASHINGTON'S FIVE-CENT MILK PROGRAM began with a cluster of people gathering in front of the milk depots throughout the city early in the morning of August 12, 1940. Anticipating the nickel milk, however, the BHE field workers went calling on Washington's low income families in May and June. Questionnaire in hand, the visitors asked each family they visited how much fluid whole milk it bought. In September and October after the nickel milk had had a month and a half to settle down into a well-oiled routine, the visitors went out into the same neighborhoods and interviewed a thousand families again. Because some families had moved away, because some had got jobs and were no longer eligible for the nickel milk program, and for other miscellaneous reasons, not all of the original thousand families were revisited. The way it worked out, 622 of the original thousand families turned up on the lists of the second thousand families.

What happened to the fluid whole milk drinking of these 622 families, 192 white families and 430 Negro families, tells the story of nickel milk in Washington.

FOR ALL THE 622 FAMILIES THERE WAS AN 84 percent increase in the consumption of fluid whole milk as the result of nickel milk, that is, from an average of 5 quarts a household a week up to an average of 9.2 quarts per week. Negro families, the study conducted by the Bureau of Home Economics showed, jumped at the chance to get 5-cent milk. Their fluid whole milk consumption leaped almost 120 percent from an average of 3.9 quarts to an average of 8.5 quarts a week. While white families didn't make the same spectacular showing, the increase in their consumption was substantial enough to indicate their appreciation of nickel milk, too. Their consumption went up about 50 percent, from an average of 7.33 quarts a week per family to an average of 10.7 quarts.

But that is only part of the story. Only half of the 622 families were buying nickel milk when they were visited the second time. The half of the families that did buy, jumped their weekly fluid whole milk intake from 5.7 quarts a week to 14.5 quarts a

week, an average increase per family of 8.8 quarts. On the other hand, the families that didn't buy nickel milk consumed less fluid whole milk during the second period than they did before the 5-cent milk went on sale, their average consumption fell off from an average of 4.2 quarts of fluid whole milk a family a week to 3.5 quarts, an average of 0.7 quart less.

Nickel milk didn't convert many non-milk drinkers to milk. The greater part of the gains registered by 5-cent milk was among persons already drinking milk but who were drinking less than they wanted. Thus the number of white families using fluid whole milk only increased 4 points from 86 percent of the families studied to 90 percent. A larger increase in fluid whole milk drinking turned up among the Negro families with the number of milk-drinking families increasing from 78 percent before the era of 5-cent milk to 84 percent after the program was launched.

BEFORE THE 5-CENT MILK PROGRAM started, the BHE study shows (and other studies point the same way) Negro families used less fluid milk than white families, an average of 0.8 quart of milk per person a week less. The Negro families who took advantage of the 5-cent milk, however, narrowed this difference to 0.3 quart of milk a week, increasing their consumption per person to 2.8 quarts of fluid whole milk a week against 3.1 quarts for each white person.

Perhaps the most revealing comment on the nickel milk program, however, is contained in this fact. The average amount of milk per person per week consumed by the people taking part in the program was 2.9 quarts of fluid whole milk, that is, less than a pint a day, the national average. In addition, people consume milk in various other forms, but even counting in those other forms, the nutrition experts say that nationally we could well step up our consumption by at least 10 to 25 percent, and even by 100 percent.

**"PROMOTE**, then, as an object of primary importance, institutions for the general diffusion of knowledge. In proportion as the structure of government gives force to public opinion, it should be enlightened."

## Washington's Farewell Address

**OUR THANKS** go to the Farm Security Administration for the photographs used at the top of the cover page, on page 3, and the top photograph on page 7.

# Live at Home and Learn the Difference

*This is the advice that food experts give farm families who want good diets, but have to watch their pennies, and thousands of diets show the difference that home production can make*

**PEOPLE WHO LIVE** like cliff dwellers in apartment houses sometimes get the idea: "Farm folk are a lucky lot. No hook in the kitchen piling up grocer's bills. No bother about marketing, about can openers, about putting milk bottles out at night. The land is the farm family's sustenance, and all that people who live on the land have to do is to stretch out their hands and pluck vitamins and minerals galore out of their gardens, off their trees, and out of their hen houses."

A pretty picture, this, but it has no connection with reality. While it is true nutritionists find that there are more poor diets in cities than on the farm, still, taking all parts of the country together, 25 out of every 100 farm families not on relief get the kind of meals that are below the safety line.

Strange as it seems, food takes the biggest chunk out of the average farm family's budget, just as it represents the bulkiest item on the budget of the average city family. In 1935-36, the year when the Bureau of Home Economics made a study of the expenditures of a representative cross-section of farm families in the United States, one-sixth of the families' total spending went for food. And when the experts made that estimate, they were comparing the food expenditures with all other expenditures on the farm, including money spent for new machinery, seeds, fertilizer, or new livestock.

THAT IS ONLY HALF THE TALE. THE OTHER half has to do with the quality of diet the average farm family was getting in 1935-36. Diets, and the way farm families used their backyards, had a lot to do with each other, the researchers discovered. Take the Southern section of the country, where diets were found to be among the worst among farm families. There the Bureau of Home Economics made a study of non-relief white families whose net income—in money and in kind—added up to between \$500 and \$1,000.

They discovered that families with the very best diets spent little more in actual cash for food than those with the worst diets—4.2 cents per person per meal, as compared with 3.8 cents. Diet differences came in the foods produced at home.

Families with the best diets grew more than twice as much food at home as those with the worst diets. These better-fed families used 3 times as much milk,  $1\frac{1}{2}$  times as much meat, poultry and eggs, and almost twice as much vegetables, fruits, and other home-grown foods.

You have to look further than a statistical table to explain these discrepancies in diets. Farm families missing out on an adequate diet that could be raised on their land are not that way because of indifference to the meals they eat. More often, the reasons for a poor diet or mounting food bills can be traced back to problems of the farm itself.

One-crop farms—farms that have wheat, cotton, or corn growing right up to the back doorsteps—too frequently crowd out any plans for a vegetable garden.

Other families, although they may have lived on the land for generations, have never learned how to make their land yield the

nutrients bodies need. Still others are families which have reached the dead-end. They have no money, only broken-down equipment and broken-down land. Even if they knew what makes a good diet they do not have the financial means to make the first start at getting one. It requires more than education to get these families on the road to good food and good health through their own efforts.

Today, two Federal Government agencies are at work trying to help farm families hoist their diets up to a satisfactory level by using their lands and hands and machines to produce more foods for home use. One is the Cooperative Extension Service in Agriculture and Home Economics, which links together the Extension Services of the Department of Agriculture and the State Agricultural Colleges; the other, the Farm Security Administration, also in the Department of Agriculture.

**A DAILY DIET** well-planned and well-cooked is worth a whole medicine cabinet full of sugar-coated nostrums when the family complains of aches and pains. This farm family was given a new start on the land through the aid of a small loan from the FSA. Practically all of its food supply is grown and produced in its backyard.



DECEMBER 16, 1940





**CHILDREN** most of all need the storehouses of minerals and vitamins that can come from a backyard garden properly planned and cared for, and training in this from the Extension Service and the Farm Security Administration reach down even to the youngsters. The tots here may have their own very unorthodox ideas on how a garden should look, but at least they think a garden's worth while.

The Extension Service, which came into being years ago, has as its major aim the job of making better farmers out of America's agricultural population. Not only does this mean the teaching of scientific agricultural methods for improving the crop; it means also the improvement of "farm living." Farm living means exactly what it says: The way a farm family lives, its home and nutritional standards, its degree of happiness and well-being. The Extension Service does not lend money to farmers; it does not give them equipment; it does not extend financial aid to rehabilitate farm families who have been driven off the land. Its major concern is to keep farm families up-to-date on developments in the science of agriculture and in the art of better living. To do the job, the Extension Service maintains a corps of county agents and home demonstration agents in the field, and a group of State specialists in various branches of agriculture and home economics who work with these agents. Agents and specialists cooperate with a wide variety of other agencies.

The Farm Security Administration is a depression-nurtured agency that aims exclusively at bettering the lot of the disadvantaged farm families, who must have financial aid to get on a self-sustaining basis and to

stay off relief rolls. As one part of its program, it has been authorized by Congress to lend money to the distressed farm family when that family's credit rating with private and other governmental lending agencies has been exhausted. Security for these loans is the FSA's confidence in the ultimate rehabilitation of the family under the careful guidance of trained farm and home supervisors. In the last 5 years, an average of \$500 per family has been loaned to some 862,000 families. The money has gone for equipment, seeds, livestock, buildings, and anything else needed by the families to get a new start on the land. Almost a third of the money loaned has already been repaid, although much of it is not due for several years.

PROMOTING HOME PRODUCTION OF FOOD is an integral part of programs of both these agencies. Over 20 years ago the Extension Service pioneered in moving nutritional research out of the laboratory and putting it to use among farm families. The science of growing and planning a diet was past the test-tube stage and was ready to step out into the 3-meal-a-day world.

Today, some 2,000 home demonstration agents in the Extension Service work at the job of helping the farm families they reach

to improve their homes and their communities. Over a period of years this covers a lot of ground. It includes the garden; the food preservation budget filled by canning, storing, drying, and right now, by freezing in community locker plants; meal planning and child feeding, too; making and buying clothes and house furnishings; studying fabrics; keeping household accounts; considering whether and how to buy electrical equipment; working through family councils, and a variety of community activities.

FOCUS OF THE EXTENSION ACTIVITIES OF rural women is the community home demonstration club, which may have from 10 to 30 or even 50 or 60 members. These clubs have officers, and "leaders" selected to receive special subject matter and methods training. Also they are organized into county and State councils or committees. More than 1,100,000 farm women are members of home demonstration clubs.

The home demonstration agent is a college graduate, with a major in home economics, and a background of farm or small-town living. Most of them have had several years' teaching experience or other opportunity to develop and show leadership qualities. Careful supervision, the assistance of agricultural and home economics specialists, county-wide contacts and responsibilities, and direct connection with the State college, the experiment station, and the U. S. Department of Agriculture help the agent to grow rapidly in her job of stimulating rural families to study their problems, decide what to do about them, and start doing it. The rest of her job is to furnish information, guidance, and assistance in co-operation, often, with other agencies working with rural people. Thus the agent is teacher, discussion leader, trainer, organizer, contact man—and above all, a developer of rural families. This job begins with but extends beyond the home demonstration club women and the 4-H club girls.

A good first step to interest farm families in improving their nutritional condition is helping them to check their daily meals. For this purpose most States use daily food selection standards or "food habit scores." If the family or individual members score low, as many of them do, it shows that food habits must be given a thorough going over and revision.

Many "scores" include an appraisal of ailments which may be due in part, at least, to faulty food habits. Are headaches occurring too often? Do the children weigh as much as they should? Are we all feeling fit and toned up? Or are we lackadaisical, indif-

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ferent, sluggish, perpetually down in the dumps? In countless families it has been found that ills like these parallel diets sparse in leafy vegetables, milk, eggs, whole grains and just plain drinking water—foods that make for healthy bodies and hopeful minds.

At the close of the "scoring" meeting, each family selects points to be improved in connection with diets, food habits, the food supply, and health. The first meeting is followed by others emphasizing food needs and meal planning, often in combination with food preparation culminating in a mid-day meal.

Usually the "scoring" shows that many homes need better gardens, ampler and more systematic food preservation, and better methods of storing the foods they can, and those destined for the cellar or the storage pit. Often better team-work is needed in food production.

A later development of this progressive program of building more buoyant health through better diets, is the yearly farm food supply plan. This involves planning the kind and amount of food the family will need for the whole year, and deciding how much of this food should be produced at home and how much will have to be bought. Although most farm families are in the habit of making provision for winter food needs, this idea of planning out the production program with an eye to the nutritional requirements of the family is something new in applied nutrition. In 1939, however, extension workers reported that more than 240,000 families had planned their food needs for the year and attempted to meet

them through production along the proper lines. This involves, of course, a good garden, a flock of chickens, usually 2 cows and some pigs and often other meat animals. In some cases it means raising wheat and corn for locally ground cereal, meal and flour, and sorghum or ribbon cane for "sirup."

Farm food supply demonstrators are used in this line of work as in others. These demonstrators keep records of the food plan and the way it is carried out. These records are used by the agent and by the food specialist to discuss with other farm families the worthwhileness of orderly planning of farm and home enterprises to provide a generous proportion of the family food supply. Progress reports on the demonstrations, visits of friends and neighbors, and in the fall, the "tour" to the homes of several demonstrators to see the orderly "pantries" of canned foods, grouped according to nutritional values, and the other parts of the food supply, and hear the family's report on the money value of the foods produced and used during the year, convince rural people over a wide area of the practical value of making a yearly food supply plan and carrying it out as a family enterprise.

BULLETINS BY THE DOZEN ANNUALLY COME off the presses of colleges and universities working in cooperation with the Extension Service. Some tell how to grow and plan; others lay out standards of performance for good diets; many instruct on cooking and canning problems. All carry one central theme: To plan food production, and to plan consumption for a balanced diet. In

some sections of the country more stress is placed on some foods than on others. Milk might be the need in one State, fresh fruits in another, green vegetables in a third. Slogans galore have been used to "sell" the program, slogans like "Let's Plan What to Eat," "A Balanced Food Supply From Your Own Farm," "Planning Helps to Get More of the Things Worth Having," "Feed the Family First," "Plan! Then Produce!"

Today, literally hundreds of thousands of farm families grow their own food supplies and have balanced diets on their tables because of the start they received at a home demonstration club meeting. But the job is by no means done. The average diet of all farm families, compared with that of families getting a "good" diet, looks something like this for each person: It has 25 percent less milk, 15 percent less butter, 30 percent less eggs, 55 percent less tomatoes and citrus fruits, 80 percent less leafy green and yellow vegetables, and 10 percent less meat and poultry.

Divide America's 31-million farm population into those who are well-fed and those whose diets are poor and you find between 7 and 8 million get diets that fall below the safety line of adequate nutrition as defined by scientists in the Department of Agriculture.

A good portion of this sizable slice of poor diets is found among farm families who are trying to keep alive on farms that are impoverished because the land has become arid, or markets have become bad, or because bad times have struck. It is those

COUNTY Home Demonstration agents meet with farm women, organized in home demonstration clubs. They give the women the benefit of their knowledge about how to plan the family food supply, grow it at home, and prepare it. Close to 1,119,000 women are enrolled in these clubs.

Home Management specialists of the Farm Security Administration give personal help and advice to farm families starting out again on the land after years of impoverishment. One of their aims is to show families how they can rebuild their health as well as their pocketbooks by using land wisely.



6 families who are helped by the Farm Security Administration.

Every FSA family, before it gets the loan even of a penny, must agree to set aside part of its land for a home garden. It must agree to plan that garden on scientific lines, and must promise to adhere to a program of food production and conservation which is drawn up with the help of FSA experts. Reason for this is simple to see. Beans, molasses, fat meat, coffee, make a lop-sided diet for a family starting out again on the land after years of impoverishment and struggle. If the family is to make good as an investment, it must first of all take the initial steps towards good health by getting the right kind of diet every day of the year.

THE FSA HOME SUPERVISOR WORKS WITH the family from the time it applies for a loan. The typical home supervisor is a college graduate with a rural background who has studied home economics. She is trained in understanding the problems of low-income people and is an expert on nutrition, cooking, and canning methods, and diet planning.

Her job is to sit down with the family, or a small group of families, talk over at length their problems of health and living, take stock of their resources and abilities, and help them work out a plan of home operation which includes food production.

Next step is to show them how they can have the foods that meet nutrition requirements by using their land and farm equipment. First, with the expert help of the FSA home supervisor, the family sets down what it needs in fruits, vegetables, milk and milk products, meats, and the other foods that make for a balanced diet. In the next column go figures for the family's food production aim for the year—"What we plan to use." Under the headings "We plan to produce," and "We plan to buy" the family lists what foods it can raise at home and what it must purchase. It even puts down the estimated value of what it expects to produce at home. And, finally, the number of cows, hogs, amount of garden land, and equipment are listed so that plans can be made for purchase of those things the family does not already have. At the bottom of the page goes the canning budget, including just how many containers and other canning equipment must be purchased.

Along with help in planning the food production program goes advice on proper cultivation methods, seed selection for different types of soil, and information from the farm supervisor on how and when to plant. Not the least of the tasks has been the job of convincing the man about the



**THIS FOOD** isn't to be eaten in one gulp. It represents foods which the average farm family needs throughout a year to get an adequate diet. Most of it can be produced at home by farmers possessing the land, knowledge, and equipment. Exhibits like this are used often by Extension Service experts to drive home the message of good diets.

house that home gardening is something more than a hobby for the women and children in the family, that it is actually one of the chief crops on the farm and an integral part of the farm-and-home plan.

Nutritional improvement can't be measured with yardsticks. Testimonials tell part of the story—and the files of the Extension Service and the Farm Security Administration are full of those from field representatives and from the families themselves telling of health improvement and a happier outlook on life resulting from a well-filled larder.

STATISTICS, NEVERTHELESS, LOOK IMPRESSIVE when they are all added up. Extension Service reports tell that last year the value of canned and other preserved foods taken from farm families' gardens would have cost more than 21 million dollars if purchased over the counter. A quarter of a million families grew their own food supply on a planned basis. These families canned over 76 million quarts of food, and 14 million containers of jams, jellies, and other such products. These are records of families which needed no financial aid to get them started on home production.

Among farm families which did need small loans, and which were helped by FSA, the average family of 5, last year produced \$250 worth of food in its garden. Its net income—cash and kind—rose from \$375 to \$538 by following the home plan. It canned

an average of 242 quarts of fruits and vegetables, compared with 51 quarts before coming in the FSA program. It has 447 pounds of meat produced at home compared with 85 before, and 448 gallons of milk compared with 99 before.

Against these records of achievement stand even more sobering statistics of need. If all the farm families in the country were to sit down and write orders to themselves for the additional food they need each year to bring their diets up to the "good" level, this is what they would have to get: 510 million gallons of milk, 95 million pounds of butter, 215 million dozen eggs, 990 million pounds of tomatoes and citrus fruits, 2,500 million pounds of leafy green and yellow vegetables, and 370 million pounds of meat and poultry.

Tactics for attaining these objectives are constantly being worked out. Committees have been set up in 21 States by the Extension Service to promote the grow-at-home program. Government continues to help with loans and advice. Improved methods of food preservation—such as freezing, curing, and drying are being developed in Government laboratories. And, finally, the task of teaching better food habits, particularly to young children, has become a major part of spreading the gospel of good nutrition. As one nutritionist has said: "Children can be taught to like a wide variety of foods if the process begins early enough, but in some cases we may have to begin with the grandparents of future generations."

# Styling Stockings

*Bureau of Home Economics experts show how cotton stockings can be made attractive and serviceable for consumers who like variety in hose*

**LIKE MANY A WALLFLOWER**, cotton stockings until lately have rated high on homely virtues but low in popularity polls. Their plain appearance has been counted against them.

In the past year, however, a new type of cotton stocking has appeared. These new hose are full-fashioned to fit the leg, and made up in fashionable colors. Unlike the old-type cotton hose, these stockings are not fuzzy. The yarn from which they are knit has been combed, mercerized, and gassed to rid it of fuzz and give it an attractive luster.

These latest cotton hose are the direct result of research by the Bureau of Home Economics of the U. S. Department of Agriculture. In the past 2 years, this Bureau has designed over 80 styles of good-looking, full-fashioned cotton hose. Since these designs have been released to the trade, a number of manufacturers have begun making up some of them, and these are already available at retail stores. Still other companies are now in the process of adopting Bureau of Home Economics designs.

COTTON-HOSIERY RESEARCH WAS STARTED by the Bureau of Home Economics in 1938 at the request of Congress, which instructed the Bureau to work at finding ways to use more of this country's abundant cotton crop.

The story of Government Style 112 is a good example of how the scientists go about designing good-looking, serviceable cotton hosiery.

Government Style 112 is a white stocking for nurses, dietitians, laboratory technicians, and beauticians. Every step of the design-

ing takes into account the needs of these women.

Cotton, of course, is a natural fiber to use in making hose for such workaday needs, for cotton is durable. It does not snag easily. It feels comfortable on the feet. It can be washed time after time and in the same way as white uniforms, without turning yellow or falling to pieces. If necessary, it can be sterilized without injury to the fiber. Using specially treated cotton yarn that is not fuzzy, a technician at the Bureau of Home Economics designed 4 different kinds of white service stockings. The 4 designs were knit and tested.

FIRST, THE STOCKINGS WERE TESTED IN THE laboratory for elastic properties, for bursting strength, and for shrinkage. The breaking strength and the twist of the yarns from which they were made were already known. For final testing, the hose went into service on human feet. Sixty-eight student nurses in a Washington, D. C., hospital wore them on duty for over a year. Every day the hose were checked and records of their service were kept.

From the results of all these tests in laboratory and in life, Government Style 112 was worked out. In it were incorporated the best features of the 4 experimental hose. In addition, special foot reinforcements were put at the points that wore out the fastest. A stretch welt was added so the hose would fit more comfortably above the knee; and for foot comfort, a ventilated toe.

This stocking, according to reports from the trade, is now being sold in many stores over the country for 79 cents or less a pair. It is being sold also in black and beige for use of other women who want full-fashioned cotton service hose but don't want them in white.

OTHER STYLES DESIGNED BY THE BUREAU include cobweb meshes, many novelty sports weaves, and several types of hose for special purposes. Special emphasis is being kept on hose for service and sports wear.

"In designing these hose," according to the hosiery technician of the Bureau of Home Economics, "it has not been our purpose to



**NOT MUCH** of the cotton grown each year goes to making stockings for women. With superabundant cotton supplies burdening farmers, Congress called on Government researchers to design more attractive cotton stockings in the hope that increased demand for them might help to eat up more cotton.



**BEFORE** its new designs for cotton stockings were offered to stocking manufacturers, the Bureau of Home Economics put them to laboratory and practical tests. Because nurses in hospitals do a lot of walking, they were chosen to try out designs intended for hard everyday wear. Now these tested and tried designs can be bought by consumers.

find something to replace silk, rayon, and synthetics. Rather, we think there is a place in every woman's wardrobe for cotton stockings, just as every woman needs some dresses for parties and some for work about the house.

"Cotton hosiery is a 'natural' for service wear, and we want to make it just as wearable and as attractive as we possibly can."







## Bread Facts for Consumers

*A primer for buyers of the most common staple of poor and rich diets*

A 5-CENT BUNCH of carrots usually gets closer scrutiny before it goes into the family market basket than a 10-cent loaf of bread, yet with most families bread is a major item in the family food budget and must be bought every market day.

If bread buying is to be conducted in any but a haphazard fashion, consumers must know the answers to such questions as these: "What goes into bread?" "What is its nutritional value?" "Why is bread weight important?" "What are the characteristics of good bread?" Answers, culled from the various food experts in the Government, are marshaled here.

### *What Goes Into Bread?*

Flour makes up 60 to 70 percent of the weight of a loaf. Some four-fifths of the bread bought by the American public is made of white flour, most of which is bleached or aged by artificial means. Storing for a period before using formerly was the method employed to mature and whiten flour. Millers now accomplish the same results and reduce storage expenses by bleaching the flour with chemical agents such as nitrogen trichloride or chlorine. Other

bleaching agents commonly used are nitrogen peroxide and benzoyl peroxide.

Difference of opinion exists as to whether or not bleaching affects the nutritive value of flour. It is believed, however, that bleaching destroys whatever pro-vitamin A the original flour may contain. The position of the Food and Drug Administration under the old Food and Drug Law was that, provided the added chemicals could not be shown to be harmful or to injure the quality or to conceal inferiority, bleaching was not a violation. The Food and Drug Administration, under the old law, required, however, that all bleached flour be marked as such. Very occasionally housewives who do their own baking can find unbleached flour. A few bakers also use it.

Two other kinds of flour most widely used are whole wheat and rye. The flour constituent of bread labeled as whole wheat or graham and sold in interstate commerce must, by Federal Food and Drug definition, be composed entirely of whole-wheat flour. The usual loaf of rye bread is a mixture of rye and wheat flours, in most cases with more than half wheat. Very little, if any, bread known as pumpernickel, is made of 100-percent rye flour or meal in this country.

## SANITATION

Front-rank staple in most American diets, bread deserves strict sanitary supervision from mixing bowl to store counter. Wrapping should be a fundamental requirement. State laws governing handling of food should include sanitary standards for bakeries.

Other starchy substances, such as cornstarch, corn flour, and potato flour are sometimes incorporated in bread. The Federal standard specifies that the flour ingredient in bread must not contain over 3 percent by weight of other edible farinaceous substances.

Next important ingredient in bread is liquid. The liquid in most commercial bread is water. In ordinary French and Vienna bread only water is used, while standard milk bread must be made with milk or with milk solids and water in the proportions normal to milk. The best type of Vienna bread is generally made with the addition of milk. Bakers who put milk into their bread usually use powdered skim milk, both because of its cheapness and the ease with which it may be mixed with the other ingredients. It is a wholesome product which contains essentially the same food virtues of liquid skim milk. Like liquid skim milk, it lacks the fat and Vitamin A of whole milk.

Yeast, sweetening, and shortening complete the principal ingredients of bread. Sweetening, when present, may be either sugar, corn sugar, or malt, or a combination of these. Lard or a hydrogenated cotton-

## WEIGHT

Labeling a loaf with its net weight is required by law in some States and cities. The officer who usually is charged with seeing that this law is enforced is a Weights and Measures official. This Washington, D. C., official is checking up on some loaves sold in his city.





## FOOD VALUE

Food values in bread vary with ingredients. Calorie value in all bread is high, making it a prime energy food. Besides protein, found in all bread, whole-grain breads contain good stocks of minerals and vitamins. White flour reinforced with these nutrients brings added food value to those who eat only white bread.

seed oil or other vegetable oil shortening is probably the choice of most bakers. The kind of shortening, unless it is butter, is of little importance nutritionally, except as a source of energy. Butter has more Vitamin A than lard or vegetable shortening, although the latter can be fortified.

Ingredients described so far have a familiar sound to home bakers. Most commercial bakers' bread, however, contains other substances which are quite foreign to a housewife, skilled though she may be in the art of breadmaking. These are "dough conditioners" sometimes also known as "bread improvers" and "yeast nutrients." When added to dough they may serve as yeast food and thus improve the texture and volume of the loaf, and in some cases may increase the facility of the flour for absorbing moisture, making it possible to obtain more loaves from a barrel of flour, and making the loaf large in size for a given weight. These substances primarily aid in maintaining uniform action and aid bakers to keep to regular production schedules. So-called "bread improvers" which act solely as yeast nutrients were permitted in the Food and Drug Administration definition and standard for white bread under the old law.

### *What Is the Food Value of Bread?*

Four most important considerations in evaluating the nutritive qualities of a food-stuff are vitamin content, mineral content, protein value, and calorie value.

White bread from white flour, unless it is made of some of the new fortified flours, is a poor source of vitamins. Most of the vitamins in a kernel of wheat reside in the wheat germ and the bran, which are removed in making white flour. Removal of these parts of the kernel increases the keeping qualities of the flour but greatly reduces the vitamin and mineral content. Wheat germ and wheat bran are excellent sources of Vitamins B and G, that is, thiamin and riboflavin.

White bread is low in iron, and also in calcium except what milk may contribute. These are two of the most important minerals to consider in selecting a well-balanced diet. Most of the minerals in wheat reside in the bran coating and in the germ. Whole wheat bread is a good source of iron but is still on the minus side for calcium.

Bread, either white or whole wheat, supplies some protein. It is not an especially rich source, and the protein in white bread is not of the highest quality, nutritionally.

But because bread is eaten in relatively large amounts, it makes an important contribution to the protein requirements of the body.

As a source of calories, bread ranks high. One ordinary slice provides 70 calories, more or less. Weight for weight, whole-wheat bread is very similar to white bread in caloric value. A food of high caloric value supplies the body with the energy required for muscular activity, and for this reason bread and other cereal products have an important place in the diet of active children and those doing physical work. The important point is that bread provides this energy at a comparatively low cost.

Milk steps up the vitamin, mineral (especially calcium), and protein content of bread. Milk breads are therefore more nutritious. Since the cost of dry skim milk is small, its addition should not be made the excuse for a premium price for the bread.

Most nutritionists agree that people who cannot afford adequate amounts of fruits, vegetables, milk, and eggs—foods rich in vitamins and minerals but, unfortunately, comparatively expensive—had best include a good proportion of whole-grain cereal products. Others who can afford to and do include in their diet adequate amounts of these minerals and vitamin-rich foods may select that bread which appeals most to their taste.

Another answer to the problem, "How to get the most for your bread money?" is "vitaminized" bread, still in the developmental stage. This bread would be made with white flour to please the eye of the American consumer, but invisible vitamins and minerals, either added or retained in milling, would step up its nutritive value. So far no one has been able to agree upon a name for this enriched white flour and different millers have different ideas about what it should contain. The idea was first popularized in England where, shortly after the outbreak of war, a law was passed requiring that all bread contain a specified amount of Vitamin B<sub>1</sub> and a calcium salt.

When hearings were held to set up standards for flour under the new Food, Drug, and Cosmetic Law, the Bureau of Home Economics recommended that this enriched or fortified flour should contain a certain amount of Vitamin B<sub>1</sub> and iron, and that it might also contain nicotinic acid, riboflavin, and calcium in amounts approaching those found in whole-wheat flour.

Since people who can afford to choose and actually do consume well-balanced diets don't have to worry about the food value of their bread, the importance of fortifying white flour, as has been proposed in England, lies in its contribution to the diets of

**10** low-income families where bread is a major food. The Bureau has recommended that fortified or enriched flours be sold at a price as close to that of ordinary white flour as possible. So far no standards have been established. Unless labeling requirements are definite and simple it will be extremely difficult for the housewife to know what amounts of food nutrients have been added to the "special" flours and whether they are worth the additional cost, if any.

### **Why Is Regulation of Bread Sales Important?**

Regulation of the sale of bread to protect consumer pocketbooks and health is as important as the price of bread.

One kind of regulation which some States have established is the requirement that loaves must be labeled with their net weight. While yeast gives bread its light elastic quality, the rising process can be allowed to go so

far that one loaf will contain much more air than another. As a result, some States have passed laws (1) requiring that only loaves of a certain weight be sold—for example, half-pound,  $\frac{3}{4}$  pound, 1 pound,  $1\frac{1}{2}$  pounds, and 2 pounds; (2) requiring that bread be labeled with its weight. There are some 18 States with laws of the first type,<sup>1</sup> and 12 with those of the second type.<sup>2</sup> Laws like these prevent consumers from being fooled by the size of puffed-up loaves. They also prevent bakers from saving on the cost of a loaf of bread by skimping on its weight.

Bakers in some States have been urging the passage of laws which would require bread to be baked only in pans of certain lengths and widths. Some say pan size affects the quality of bread, but among themselves they argue that consumers eat bread by the slice; that short, fat loaves will give bigger slices but fewer of them than long slender loaves; that, therefore, bakers can get consumers to eat more bread if they bake their bread in short broad pans; that one baker cannot afford to adopt smaller pans because his competitors, selling larger-appearing loaves, would walk away with his business; that, therefore, to get this practice universally adopted, a law is necessary. On the face of it, such a standardization might appear to be a service to consumers, but that's only on the face. Wise consumers don't buy or consume bread by the lineal or cubic foot; they buy by weight, and the size of a loaf or the number of slices in it, is no index of the quantity of the bread in a loaf.

Under the Food and Drug Act, bread shipped in interstate commerce has to come up to the Food and Drug Administration's definition of standards. Though standards have not been set under the new law, the old recommendations are still in effect. These haven't the force of law that new standards will have. However, many bakers follow them. They set 38 percent as the maximum moisture content of a loaf, 3 percent as a maximum of starchy substances that may be used in addition to wheat flour, specify that only whole-wheat flour be used in whole-wheat, entire wheat or graham bread. In addition, most State laws as well as the Food and Drug Act prevent bakers from selling breads under deceptive trade names. "Butternut" or "honey crust," or "creamy crumb"

<sup>1</sup> Arizona, California, Connecticut, Delaware, Idaho, Kansas, Massachusetts, Montana, Nebraska, New York, North Dakota, Oregon, South Dakota, Texas, Washington, Wisconsin, Ohio, Indiana.

<sup>2</sup> Alabama, Iowa, Louisiana, Minnesota, Ohio, Virginia, Vermont, Illinois, Massachusetts, Nevada, Pennsylvania, New Jersey.

[Concluded on page 14]



## **What Are the Characteristics of Good Bread?**

### **Standards**

Until there is widespread adoption of Federal standards for bread labeling, consumers can get some help in their selection of bread by noting some simple quality guides. Quality is determined by the ingredients used, the way in which they are mixed, and the fermenting and baking of the dough. While consumers can't get much information on these questions without following the ingredients of their loaves from the first mixing 'till the loaves come out of the oven, certain characteristics in the finished product can help them choose wisely.

### **Color**

Color will vary with kind of flour used. All bread should have a satiny luster, show no streaks, not have grayish cast but be creamy white to brown.

### **Grain**

Grain should be fine, no large holes, even texture with thin cell walls. Loaves from other than white flour usually have smaller volume for same weight.

### **Texture**

Texture should be elastic, the degree of elasticity varying with the kind of flour.

### **Loaf**

Loaf should be symmetrical, with an evenly rounded top and even browning—not too dark.

### **Flavor**

Flavor—white bread: that of well-blended ingredients and well-baked loaf; no suggestion of sourness, yeast, mustiness, or other off flavors; salt enough to prevent flat taste. Graham and whole-wheat bread should have pronounced whole-grain flavor.



# Milk Glossary for Consumers

## PART VI

*From "E's" to "G's" in this dictionary of everyday words used by people who work on milk problems\**

### E

**ECONOMIES.** Methods designed to achieve less waste in the handling of milk and the more efficient utilization of milk for consumers. (See Elasticity of Demand.)

More milk and milk nutrients could be got into the diets of consumers if farmers:

- (1) gave effective support to relief milk proposals,
  - (2) cooperated with consumers in plans to expand consumption of milk,
  - (3) improved production methods by using available information on scientific methods of feeding and breeding,
  - (4) formed producer cooperatives to reduce the cost of service now performed individually,
  - (5) did not insist on prices for fluid milk which are too high, and instead attempted to sell more fluid milk at lower prices;
- if distributors
- (1) took steps to eliminate the more costly delivery services,
  - (2) gave lower cash-and-carry prices to consumers who do not ask and cannot afford credit and delivery services,
  - (3) encouraged quantity purchases by giving discounts to consumers who make quantity purchases, and by selling milk in 2-quart and gallon containers at reduced prices,
  - (4) encouraged the use of milk byproducts by reducing their prices and calling consumers' attention to them (this applies especially to skim milk and buttermilk),
  - (5) found ways for the more complete utilization of milk byproducts, such as whey and skim milk,

\*Earlier installments appeared in CONSUMERS' GUIDE August, October 1, October 15, November 1, December 2, 1940.

(6) used paper or fiber containers in large volume deliveries to stores,

(7) required bottle deposit charges to reduce losses through broken and unreturned glass bottles,

(8) supported scientific research and used what they learned to expand milk consumption;

if consumers

(1) would strive energetically for the elimination of duplicate and unnecessary delivery services and plant facilities,

(2) made greater use of milk equivalents,

(3) made a careful comparison of the costs of various kinds of milk,

(4) made greater use of the less costly milk products, fresh skim milk, cottage cheese, and buttermilk,

(5) returned empty milk bottles,

(6) bought milk in 2-quart and gallon containers where it is offered for sale at a discount,

(7) took advantage of cash-and-carry prices,

(8) attended milk hearings and legislative hearings where proposals affecting milk production and distribution were under discussion,

(9) formed buying clubs to purchase milk in quantity at quantity discounts,

(10) cooperated and consulted with farmers to avoid needless misunderstandings;

if government agencies (supported by consumers, farmers, and distributors)

(1) eliminated trade barriers,

(2) repealed needless and expensive health regulations,

(3) increased research now being done in the utilization of milk wastes,

(4) conducted research to discover new techniques to use in the production, processing, and distribution of milk.

**ELASTICITY OF DEMAND.** A measurement used by economists which is the ratio between the change in quantity of goods or services purchased by consumers following a change in price. For milk, it refers to the effect raising or lowering the price of a product has upon the total amount of money spent for that product.

In general, when lowering the price of a product increases the total amount of money spent for it (by increasing the number of units sold), or when increasing the price decreases the total amount of money spent for that product, then the demand for that product is called elastic.

If lowering the price of a product results in a decrease of the total amount of money spent for it, or when raising the price increases the total spent, then the demand for the product is called inelastic.

These terms mean something in the milk business because if the people who determine the price of milk feel that the demand for milk is inelastic they have no incentive for lowering the price of milk. If they feel that the demand for milk is elastic, then they have a good reason to consider lowering prices, so that by selling more milk they may make more money, or at least as much money as they do now at present prices.

Consumers believe that if the price of milk were lowered, more milk would be purchased. This may mean, some consumers say, that over a period of time instead of selling 10 bottles of milk for \$1.50, producers and handlers would be able to sell 20 bottles of milk for \$2.00. While the profits per bottle would be less, the over-all profit might be greater.

Consumers, however, do not rest their case solely on the statistical tables which tend to prove or disprove their contention. Milk, they say, is a necessity, and whether the demand for it is elastic or not, it should be made available in adequate quantities to everyone.

To this consumers add a warning. If, they say, milk prices are not reduced, milk substitutes will capture the market now held by fluid milk.



**12 EQUIVALENTS.** When nutritionists recommend a quart of milk a day for every child and pregnant and nursing mother, and a pint for every other person, they do not mean that all of this must be consumed in the form of fresh whole milk.

The same nutritive elements can be acquired, and sometimes at a smaller expenditure of money, by using the dietary equivalents of fresh whole milk.

Buttermilk, evaporated milk, and dry milk may be substituted for fluid milk. Even cheese can be counted when it enters into the diet, particularly of adults. In making this substitution count 1 pint of undiluted evaporated milk (a little more than 1 tall can), or 1/4 pound of dry milk, or 1/3 pound of cheese as having about the same food value as 1 quart of fluid milk.



**EVAPORATED MILK.** Fresh whole milk from which a good part of the water has been eliminated, usually by evaporation in vacuum pans.

Recently this milk product acquired a standard of identity under the Federal Food, Drug, and Cosmetic Act of 1938. Anything sold as evaporated milk which enters interstate commerce must conform to this definition. Under this standard, evaporated milk is sweet whole cow's milk evaporated so that it contains not less than 7.9 percent by weight of milk fat and 25.9 percent of total milk solids (milk fat plus milk proteins plus the milk sugar plus the milk minerals).

Evaporated milk must be sealed in a container and processed by heat (sterilized, which means all the bacteria in the milk are destroyed) so that it will not spoil.

To insure smoothness, disodium surphate or sodium citrate, or both, or calcium chloride may be added. Not more than one-tenth of one percent of these stabilizers may be contained in the final evaporated milk product, however.

Evaporated milk may also be reinforced with Vitamin D. This may be done by radiation (exposure to ultra-violet rays) or by the addition of a food oil which contains Vitamin D. The oil however must not

weigh more than one-hundredth of one percent of the total weight of the final product. When Vitamin D is added, the amount must be not less than 7.5 U. S. Pharmacopeia units per ounce. Finally when evaporated milk is reinforced, the label must say "With Increased Vitamin D Content," or "Vitamin D Content Increased."

Evaporated milk is an excellent source of Vitamin G (riboflavin) and good source of Vitamin A. When reinforced with Vitamin D, it is a better source of this nutrient than fresh untreated whole milk.

Seventeen ounces of evaporated milk contain practically the same nutrients as one quart of fresh whole milk.

While the heat necessary for evaporation changes the taste of the milk slightly, giving it a cooked flavor, the heat treatment has its advantages. The casein in the milk (the most important protein) is affected by the heat so that in most cases it is easily digested by invalids and children. The result is a curd which is similar to that of mothers' milk. Evaporated milk is also homogenized, that is, the fat globules are reduced in size and distributed evenly through the milk.

Evaporated milk is bacteria free when a can of it is opened. After it is opened, however, it should be kept cool like any other milk.

## F

**FALLACIES.** "Thunder sours milk and cream." Thunder does not sour milk and cream. These products are soured by the action of bacteria which multiply most rapidly in warm milk or cream. Since thunderstorms usually occur in warm weather, before the days of efficient refrigeration milk and cream usually soured about the time thunderstorms prevailed. It was the heat, however, and not the electrical displays which caused the souring. Milk and cream kept in a refrigerator at proper temperatures are in no danger from thunderstorms.

"Milk products should not be eaten in combination with fish or meat." Actually,



dietitians say that any foods which can be safely eaten separately can be eaten in combination with equal safety."

"Skim milk is worthless." Skim milk contains the important milk minerals, milk sugar, milk proteins, and Vitamin G (riboflavin). For these nutrients it is just as valuable a food as whole milk.

"Pasteurized milk doesn't taste as good as raw milk." Actually, taste tests show that properly pasteurized milk cannot be told from raw milk.

"Milk is a perfect food." There is no one food now known which contains all the nutrients necessary for health. Milk, for example, is a poor source of iron, and while it contains Vitamins A, B<sub>1</sub>, D, and G (riboflavin), it is a poor source of ascorbic acid (Vitamin C). It is an excellent food, nutritionists say, highly desirable in the diet, but it is not a patent medicine or a panacea.

**FAT.** See butterfat.

**FLUID MILK** (see also classified price plan). Milk produced by cows is fluid, but the product delivered to consumers can be something else. Fluid milk can be processed into butter, cheese, ice cream, dry whole milk, dry skim milk, and, for that matter, into billiard balls and fountain pens.

Even this fact wouldn't make the use of an apparently tautological term like "fluid milk" necessary if it were not for the fact that farmers are paid different prices for the milk they produce depending upon how it is to be sold eventually to consumers.

Because milk and cream that are sold in bottles bring a higher price than milk that's sold as butter or cheese or ice cream, farmers and distributors tend to think of milk as "fluid milk" and "manufactured milk," two products which look the same when they splash into a milk pail, but which are entirely different when the payoff comes along.

In general then fluid milk is the milk and cream that is sold to consumers in bottles. Manufactured milk is the milk which is processed into other products. Put another way, fluid milk is roughly the milk that is called Class 1 milk under the classified price plan.

## G

**GRADES** (see also Raw Milk). Grades applied to most foods refer to quality specifications such as underlie the A-B-C designations which sometimes appear on canned foods, the Prime-Choice-Good-Commercial-Utility designations that appear on some meat, and the similar quality designations found on other products. In these cases,

the grade or quality designation indicates greater or less palatability, a more or less attractive appearance, or the presence in more or less degree of some other quality which makes the product in question more desirable.

Milk grades, however, with a few exceptions, are measurements of the care with which milk is handled. Ordinarily they do not measure the richness or the flavor of the milk. Like the round purple inspection stamp of the Federal Meat Inspection Service, which is not a grade stamp and does not refer to differentiations of quality, milk grades usually refer to an inspection for wholesomeness and safety. When a Federal meat inspector does his job, however, he either passes or rejects the meat and there is no middle ground. Nor for that matter is he equipped with a special stamp that indicates the meat passed with especially high honors.

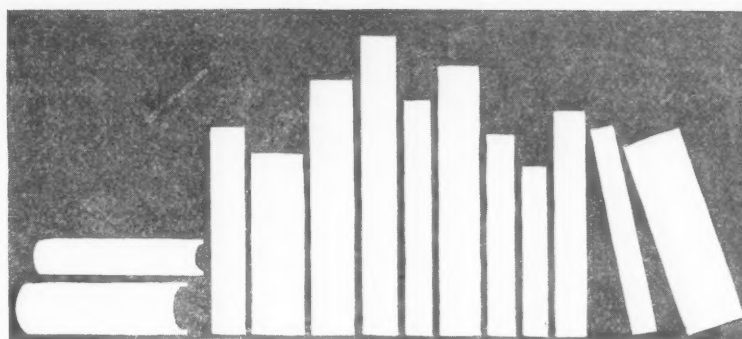
In some cities, milk grades do indicate quality differences. New York City was until recently one of the cities where the local milk regulations established a higher butterfat content for Grade A milk than for Grade B milk. During 1940, however, New York City's milk authorities eliminated Grade A and Grade B milk and instead established one grade as a minimum standard to which all milk sold in the city must measure up.

Under the Standard Milk Ordinance of the United States Public Health Service, which has been adopted in more than 2,200 cities, there are 3 grades for pasteurized milk.

Grade A pasteurized milk, under the ordinance, is milk pasteurized from milk which does not contain more than 200,000 bacteria per cubic centimeter and which is produced under rather rigidly defined conditions. When delivered, it must not contain more than 30,000 bacteria per cubic centimeter; it must be stoppered with a hooded cap; it must be kept at a temperature of less than 50 degrees Fahrenheit until delivered; and it must be handled under rigidly prescribed conditions.

Grade B pasteurized milk does not require a hooded cap. It may contain as many as 50,000 bacteria per cubic centimeter, and it may be made from raw milk which contains as many as 1,000,000 bacteria per cubic centimeter (Grade B raw milk). In all other respects it must conform to Grade A requirements.

Grade C pasteurized milk is any pasteurized milk which does not meet Grade B requirements.



## CONSUMER'S BOOKSHELF

**PROCEEDINGS OF A CONFERENCE ON CONSUMER EDUCATION.** 1940, pp. 57, mimeo. Address: Williamsport Education Association, Curtin Junior High School, Williamsport, Pa. 35 cents. Contains addresses and summaries of the discussions at a conference on consumer education sponsored by the Williamsport Education Association, June 24, 1940. Major topics discussed were the consumer movement, why and how it developed; to what extent can consumer education solve consumer problems; what should be the qualifications of teachers of consumer education; where shall consumer education be taught in the public schools; retailer activities in the consumer movement; and what consumers need to know about agricultural problems.

**SOURCES OF SUPPLEMENTARY MATERIALS FOR COURSES IN CONSUMER EDUCATION,** by Paul L. Salsgiver. Monograph 50. 1940, pp. 61. Address: South-Western Publishing Co., Cincinnati, Ohio. Free to schools, 50 cents to others. Gives brief statements on the purposes, activities, management, and control of 57 governmental and private agencies of various types. Describes some of their publications illustrative of the materials available from them for consumers and teachers of consumer education.

**SCHOOL LUNCHES USING FARM SURPLUSES,** prepared by the Surplus Marketing Administration and the Bureau of Home Economics. U. S. Department of Agriculture Miscellaneous Publication No. 408. 1940, pp. 48. Address: Superintendent of Documents, Washington, D. C. 10 cents. This publication has been prepared primarily for the directors of school lunch programs where surplus foods made available by the Surplus Marketing Administration are used. However, the sug-

gestions and information will be useful for those who are responsible for the preparation of nutritious lunches for children at school anywhere. Contains suggested menus and recipes. Proportions in the recipes are given for 12, 25, and 50 servings.

**REFERENCES ON CONSUMER EDUCATION AND THE PUBLIC SCHOOLS.** January 1940, pp. 3, mimeo. Address: Research Division, National Education Association, 1201 16th St., N. W., Washington, D. C. Limited supply, single copies available free of charge to public school teachers. An unannotated list of 45 recent magazine articles on consumer education.

**CONSUMERS' GUIDE TO COMMODITY BUYING—Section I,** by Ruth B. Fowler. 1940, pp. 75, mimeo. Address: Department of Debating and Public Discussion, University Extension Service, University of Wisconsin, Madison, Wis. 15 cents to residents of Wisconsin, 25 cents to non-residents. A discussion outline considering the planning of family expenditures and the buying of food and clothing. References.

**EXPENDITURES OF WAGE EARNERS AND CLERICAL WORKERS FOR HOUSEFURNISHINGS AND OPERATION.** Serial No. 1129, reprinted from the *Monthly Labor Review*, June 1940, pp. 18. Address: Bureau of Labor Statistics, U. S. Department of Labor, Washington, D. C. Limited supply, single copies free. Results of a study of money disbursements of 14,469 Negro and White families in 42 large cities. (1934-36)

**CONSERVING FARM LANDS,** by Tom Dale and W. A. Ross. Office of Education, Federal Security Agency, Vocational



Division, Bulletin No. 201. 1940, pp. 104, illus. Address: Superintendent of Documents, Washington, D. C. 30 cents. Outlines the procedures involved in planning a soil conservation program for a specific farm in such a way that the material may be used as a guide in systematic instruction on this activity. Discusses making a base map and soil conservation survey; planning a water-disposal system; and developing a program for the use and control of cultivated lands, woodlands and forests. Lists references, film strips and charts.

#### SILVERWARE, SOLID AND PLATED.

United States Tariff Commission. Report No. 139, second series. 1940, pp. 141, illus. Address: Superintendent of Documents, Washington, D. C. 25 cents. A survey of the various types of silverware, the organization of the industry, both in the United States and foreign countries; analyzes the trade in silverware, especially the facts having a bearing on tariff.

#### HOW ELECTRICITY IS USED ON THE

FARM, by C. N. Turner. Cornell Extension Bulletin No. 410. 1939. Address: Extension Service, Cornell University, Ithaca, N. Y. 9 cents. This booklet is made up almost entirely of pictures illustrating installations of different types of electrical equipment on the farm.

#### REFINISHING FURNITURE AT HOME,

by Anne Biebricher and Clarence C. Ross. Extension Service Bulletin No. 198. 1939, pp. 31. Address: Extension Service, Ohio State University, Columbus, Ohio. 5 cents. Well illustrated bulletin describing methods for repairing furniture, removing old finishes, applying new finishes, and caring for furniture. Gives formulas for making varnish removers, stains, waxes, and polishes for use on furniture.

#### A GUIDE FOR MEMBERS OF RURAL ELECTRIFICATION COOPERATIVES.

1939, pp. 48. Address: Superintendent of Documents, Washington, D. C. 10 cents. Reviews in question-and-answer form, principles of cooperation, cooperative bylaws, present status of rural electrification cooperatives, various uses for electricity on the farm, costs of operating electrical appliances and safety rules to be followed in the use of electricity.

CHILDREN'S BODY MEASUREMENTS FOR SIZING GARMENTS AND PATTERNS, by Ruth O'Brien and Meyer A. Girshick, U. S. Bureau of Home Economics. Department of Agriculture Miscellaneous Publication No. 365. 1939, pp. 25. Address: Superintendent of Documents, Washington, D. C. 20 cents. This report gives detailed statistical information on the body measurements of 133,807 children between 4 and 17 years of age. These measurements were used in developing a proposed standard system of measurements for sizing children's clothing.

#### BREAD FACTS

[Concluded from page 10]

bread not made with the ingredients their tags imply would be subject to seizure under these laws.

Consumers interested in playing some part in the determination of new regulations under the Food and Drug Law will probably boost for far more rigid requirements. Since differences in food values of different breads hinge mainly on the kind of flour that's gone into a loaf, most consumers want to know the kind and percentages of various flours in the bread they buy. If white bread is to be enriched by the addition of synthetically prepared vitamins and minerals, or the restoration or retention of some of the more nutritive parts of the wheat grain, or by the addition of such enriching substances as wheat germ, rice polish or Roza flour, most people will want some simple measure of how much of these nutrients have been added to the wheat flour. They'll want to know what contributions the added nutrients make to their daily needs. Many consumers want to know what kind of shortening is used in their bread and whether the bread has been made with milk or water, and what proportions of each have been used.

Consumers interested in having representation at the bread hearings which will be held to establish standards under the new Food and Drug Law, should write to the Consumers' Counsel for information about location and date of hearings. Consumers' Counsel, however, is not now able to advise concerning subject matter details of pending hearings as was formerly its practice.

No assurance against paying the fresh bread price for day-old bread can be given consumers until the date of baking is required on all bread labels. "Rolling," the practice of picking up stale bread from one

store and delivering it with the fresh at another, is an old bakers' custom. Probable reason for it is the practice some firms have of penalizing drivers for returned "stales." Some bakers already put the date of baking on their wrappers.

Trade practices in some markets go the other way and see that stale bread is removed from places where consumers might buy it, knowing it is stale and paying a reduced price for it. This tends to make people buy fresh bread or none at all.

Strict supervision of the sanitary conditions of bakeries should be maintained. Such supervision does not always exist. Carelessness in the handling of raw materials and in keeping the plant and equipment clean are health risks.

Some States have laws governing sanitary conditions in establishments handling food. In such States, either the State Public Health Department or the State Food and Drug officials are responsible for supervision. Where there is no State law, supervision of sanitary conditions of food plants is left entirely to the municipalities, the city public health department being the body usually in charge of enforcing any existing law.

So simple a requirement as the wrapping of bread should be universally enforced. Almost everyone wants bread wrapped. Some studies are claimed to show that pure cellulose wrappers are more desirable than some waxed papers, as they give less undesirable flavor to the bread. Some waxed papers have ink inscriptions which are said to give off odors which the bread absorbs.

#### Prices.

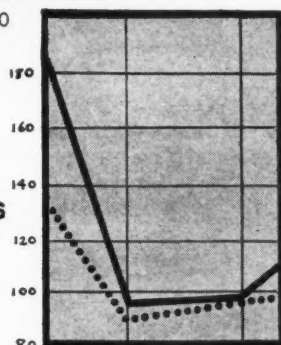
It is highly desirable that bread, so important in the diet of low income groups, should be priced as low as is compatible with production of high quality goods, fair wages for labor in the industry, and a legitimate profit for the manufacturers. Any comprehensive analysis of the fact which enter into determination of bread prices would call for an extended economic discussion. There is one basic fact about bread costs, however, which consumers should know. Material costs in a loaf of bread usually amount to just a little more than 1/3 the price consumers pay for a loaf. In December 1940 material costs reached 30 percent of the retail cost of a loaf. Too often in the past bakers have been quick to use a rise in flour or wheat prices as justification for increasing bread prices. The price of a barrel of flour must rise about \$3.00 to justify, on the basis of that ingredient cost, a 1 cent rise in a pound loaf of bread.

# YOUR FOOD SUPPLIES AND COSTS <sup>15</sup>

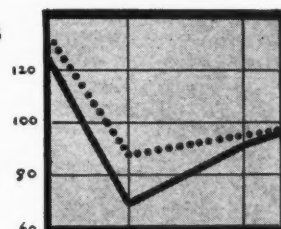
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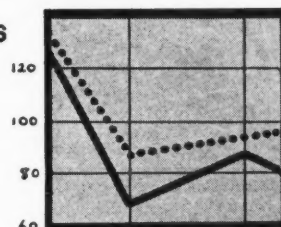
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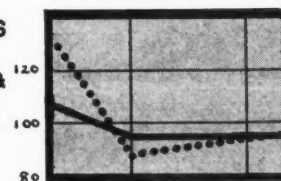
### ALL FOODS



### ALL FOODS MEAT

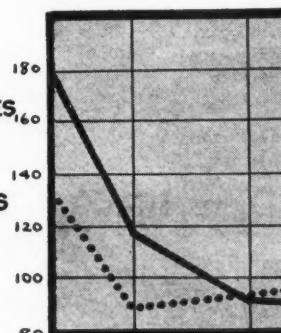


### ALL FOODS FATS & OILS

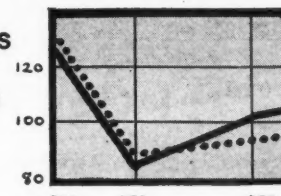


### ALL FOODS

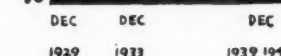
### CEREALS & BAKERY PRODUCTS



### FRUITS & VEGETABLES



### ALL FOODS DAIRY PRODUCTS



**RETAIL FOOD COSTS.** Recent reductions in retail costs were nullified by a 1½ percent advance between mid-November and mid-December. This increase, which brought food costs back to their September level, was due mainly to a sharp jump in butter prices, and a seasonal advance in prices of fresh vegetables. Only other food group which changed in price during the period was eggs, and the decrease here offset only a small part of the increases. While butter prices generally go up at this time of the year, the current increase was relatively large. However, it should be temporary for in early January wholesale butter prices were back to early November levels.

In mid-December food costs were slightly (2.5 percent) higher than last year, and the same as in December 1938. However, they were much lower than in December 1935, 1936, or 1937. Costs are higher than last December because of a marked increase in egg prices and moderate increases in dairy products and meats. All other food groups are lower. The index number of retail food costs for December 17, 1940, as reported by the Bureau of Labor Statistics was 97.2 percent of the average for 1935-1939.

**MEATS.** Considerably less pork, about the same amount of beef, and more lamb than during the first quarter of 1940 are expected. Better grade beef supplies are expected to increase monthly during the first half of the year.

**FRUITS.** Citrus supplies won't be quite as big as seemed probable earlier, but will be more plentiful than in the first half of 1940. More apples, but less pears also are expected.

**VEGETABLES.** Considerably more vegetables than during the first quarter of 1940, particularly snap beans, tomatoes, new potatoes, cucumbers, eggplant, peppers, and beets are in prospect.

**STRAWBERRIES.** Production in Florida, main source of supplies in the first quarter, is a third smaller than last year, and the smallest since 1928.

**EGGS.** Supplies probably will increase until they reach their peak in April, but won't be as large as last year.

**DRIED BEANS.** Unusually large total supplies are in prospect, but kidney and pea beans won't be as plentiful as last year.

**DAIRY PRODUCTS.** Milk production is expected to increase monthly through June and to be larger than last year, but dairy products probably will cost more than in 1940.

## A CLOSE-UP

1935-39=190

### EGGS

### ROUND STEAK

### BUTTER

### LEG OF LAMB

### BREAD

### ORANGES

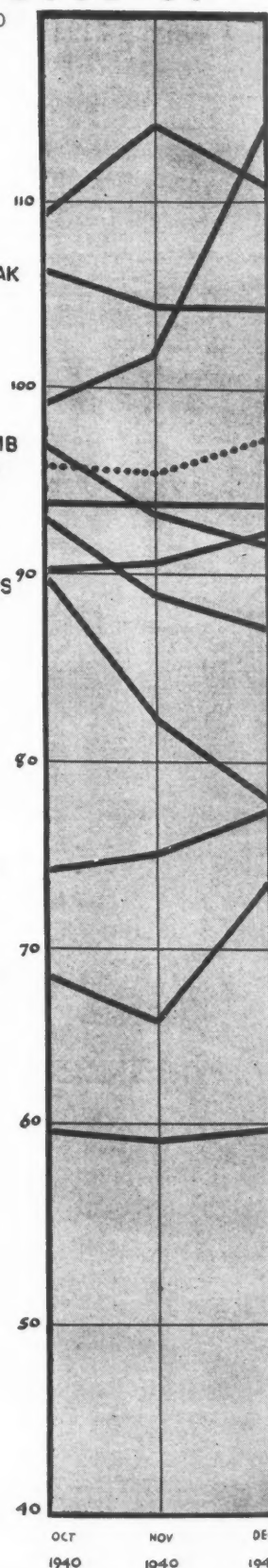
### FLOUR

### PORK CHOPS

### POTATOES

### CABBAGE

### LARD



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